



Sponsorship & Marketing Prospectus

Driving the Marketing & Sales of Logistics for 100 years

2024



Dear Prospective Partners and Sponsors,

Thank you for your interest in the Transportation Marketing & Sales Association (TMSA). When you join TMSA, you become part of a community.

TMSA is the place for sales and marketing professionals in transportation and logistics to unite, grow and advance, and to find the partners that are going to help them thrive.

As TMSA celebrates its 100th-year anniversary, we realize now more than ever that the supply chain is moving faster, and that sales and marketing professionals in this industry need more support to do what they do... even better.

As a solution provider working within transportation and logistics, you are extremely important to our members because of the tremendous value you bring.

Our members are always looking for new and better ways to engage their customers. That is why we are so happy to have you here!

TMSA's sponsorship offerings are focused on giving you the best ways to showcase your services through real conversations and engagement. Options range from event packages to year-round bundles to a la carte items. We aim to meet you where your budget is.

Want to sponsor an event? Have a partner program idea? Showcase your thought leadership?

At TMSA, we are always open to customized options that help you achieve your goals.



As a trade non-profit, your sponsorship dollars directly correlate to our programming, events, networking, and the overall success of the organization and our industry at large.

Check out this prospectus to learn more about TMSA, its programming and events.

Welcome to the TMSA community.

I look forward to working with you,



Jennifer Karpus-Romain

Jennifer Karpus-Romain

TMSA Executive Director

jennifer@tmsatoday.org

**Drive Growth. Increase Visibility.
Build Relationships. Get Leads.**

The TMSA Differentiator

TMSA is the only nonprofit association of its kind. There is no other entity in the marketplace strategically designed to advance the practices of sales, marketing and communications in the logistics industry. With TMSA, you don't just stand at a booth for a few days at a conference just to gain access to an attendee list. It's a year-round network to tap into and engage with.

Members of TMSA have a purpose to advance their individual development, business strategy, and strengthen their industry knowledge through education, resources, and connections.

Companies involved with TMSA generate more than \$500 billion in revenue and invest sizeable sales and marketing budgets to grow their business.



What does this mean for you?

It means that when you join the TMSA community, you are directly connected to the decision makers and influencers who are consistently looking to build better processes, improve marketing and sales initiatives and leverage technology to create efficiency.

TMSA members include senior leaders responsible for marketing, sales, and communications in all market segments of transportation and logistics, including motor carriers, railroads, air carrier, ocean liners, 3PLs, warehousing/distribution specialists, technology innovators, and equipment manufacturers.

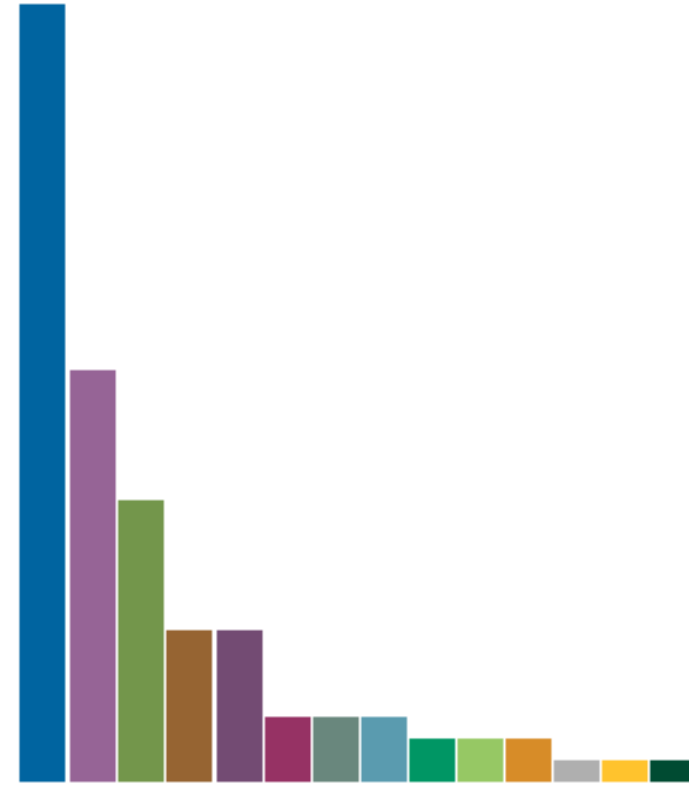
Snapshot of TMSA Membership



TMSA Membership

Organization Type

58.06% 3PL/IMC/Freight Forwarder/Truck Broker	30.65% Motor Carrier	20.97% Warehousing/Fulfillment	11.29% Technology
11.29% Consultant	4.84% Leasing	4.84% Manufacturer	4.84% Marine Port
3.23% Parcel/Home Delivery/Last Mile	3.23% Railroad	3.23% Air Carrier	1.61% Association/Education
1.61% Ocean Carrier	1.61% Government		



Company Size



22.58% Large Enterprise (1,000 - 4,999 employees)	20.97% SMB Enterprise (100 - 499 employees)	19.35% Micro Enterprise (Less than 50 employees)	16.13% Small Enterprise (50 - 99 employees)
11.29% Medium Enterprise (500 - 1,000 employees)	6.45% Major Enterprise (5,000 - 9,999 employees)	3.23% Giant Enterprise (More than 10,000 employees)	

*Statistics pulled from 2022 TMSA Metrics Study.

Sales and Marketing Budgets

Sales Budgets



33.33% Do Not Know/ Decline to Answer

16.67% \$250,000 - \$499,000

13.33% Less than \$250,000

13.33% \$500,000 - \$999,000

10% \$2 Million - \$4.99 Million

6.67% \$1 Million - \$1.99 Million

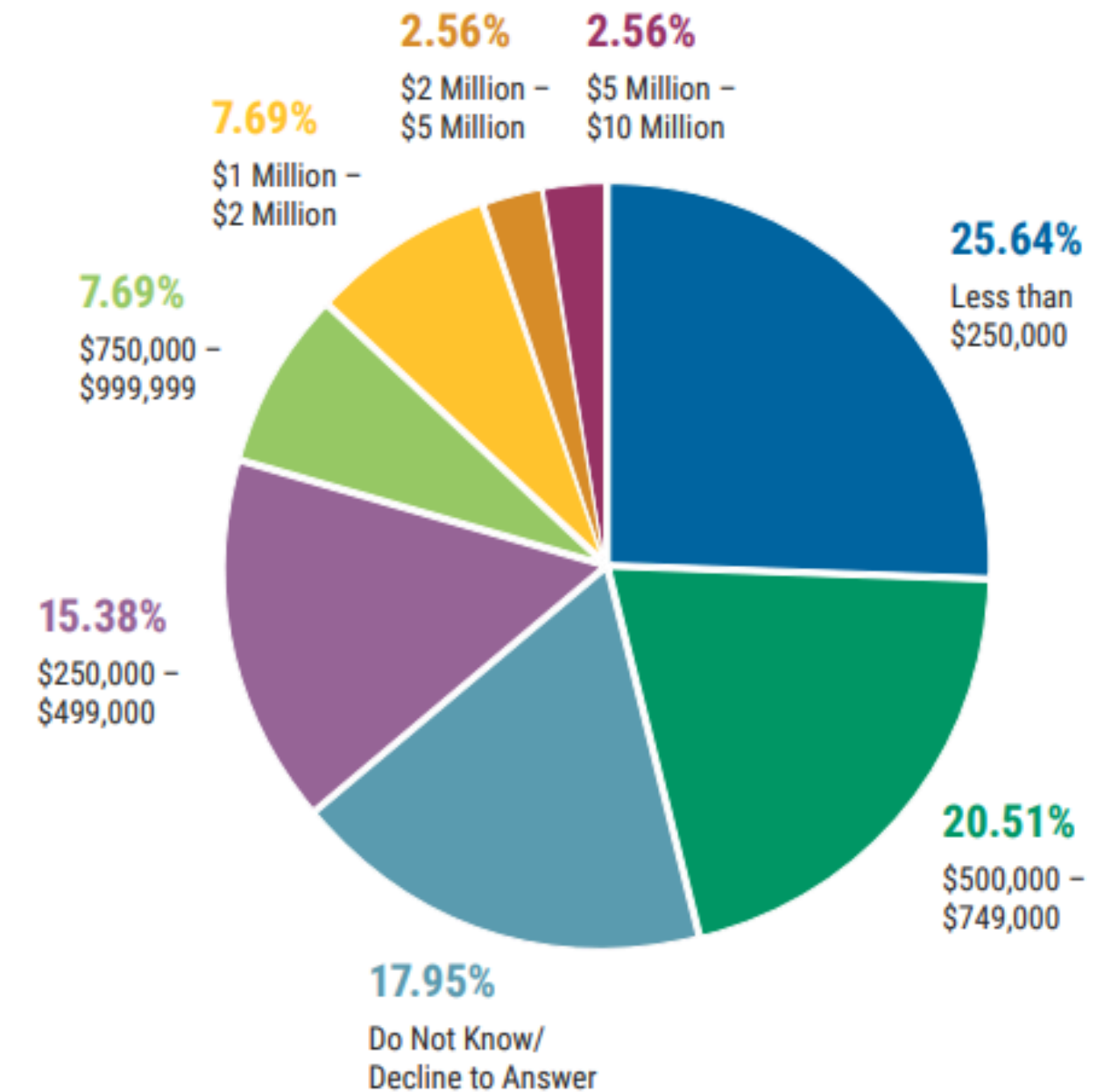
3.33% \$10 Million - \$19.99 Million

3.33% \$20 Million or More

TMSA members are actively seeking partnerships with experts in the transportation and logistics industry to help them create better and more efficient marketing and sales practices.

More now than ever, sales and marketing professionals are tasked with increased responsibilities, as well as proof of ROI for initiatives.

Marketing Budget Estimates



*Statistics pulled from 2022 TMSA Metrics Study.

Solutions TMSA Members are Looking to Find

Whether its in our personal or professional lives, we all know a referral goes miles further than a cold call. TMSA connects members to solution providers who have already been vetted for industry expertise and quality service. This creates successful partnerships for proven, trusted support in a variety of areas. Current solutions include:



Public Relations



Recruitment & Talent Management



Insurance



Market Research



Advertising & Media Planning



Digital Marketing



Copywriting



Custom Software Solutions



Sales Training & Development



Marketing Strategy, Branding & Consulting



Promotional Products



CRM & Automation Software



Marketing Technology Services



Customer Experience & Voice of Customer



SEO Solutions



Profit Improvement



Lead Management Services



Risk Management



Sales Strategy & Consulting



Graphic Design



Join the TMSA Network

If you're a company or individual that provides valuable products or services for marketing, communications, sales, or business strategy, and you have a target market of the logistics and transportation industry, you should become a TMSA Partner Member.

Partner Membership includes:

- Up to 10 individuals who gain access to valuable market intelligence, best practices, and relevant marketing and sales content, as well as the other benefits listed below
- Access to qualified buyers through TMSA's Member Directory that you can search for by company name, as well as a contact's last name
- Benefit from referrals generated as a part of the TMSA Partner Network
- Opportunity to create joint programs with TMSA
- Company profile featured in TMSA's Partner Network
- Discounted event registration fees
- Discounts to industry partnerships and programs
- Opportunity to actively volunteer on committees and the Board of Directors
- Ability to showcase your thought leadership on the TMSA blog

Join as a partner member and gain a 10% discount on sponsorship packages.

Total investment: \$1,250 annual dues



Ways to Engage

Conferences	Continued Education	Networking
<p>ELEVATE CONFERENCE Where logistics marketing and sales professionals go to grow & network. TMSA's summer conference is the biggest TMSA event each year. While the 2024 ELEVATE Conference has come and gone, we are ready to head down to Austin, Texas on June 8-10, 2025!</p> <p>Happy to discuss 2025 sponsorships if you are looking to lock in ahead of the new year.</p>	<p>WEBINARS/ON THE MOVE TMSA Conferences are not the only way to increase your industry knowledge and best practices. With monthly webinars and its weekly On the Move podcast, TMSA jam packs its educational line-up throughout the year.</p>	<p>NETWORKING EVENTS TMSA is more than just seeing people once a year, it's about growing your network. TMSA hosts a few networking events a year, which include local networking events, as well as networking hours at other industry shows. Mix and mingle with other sales and marketing professionals in your local communities or at conferences.</p>
<p>EXECUTIVE SUMMIT TMSA's Executive Summit is the single most important place to find the "best of the best" in sales and marketing in the logistics & transportation industry this fall. As the ultimate source for where sales & marketing pros go to grow, TMSA's Executive Summit brings together the smartest, most modern growth agents in October 10-11, 2024 in Hoboken, NJ.</p> <p><u>Learn more about the Executive Summit on pages 13-14.</u></p>	<p>MEMBER PORTAL The TMSA Member Portal is chock full of content and resources. From the TMSA Metrics Study to recorded webinars over the past six years, there's something for everyone. Members can find each other inside the TMSA Member Directory (by searching by company name or contact last name), or search for potential partners inside the Partner Network (you can view the whole list of partners, or search by service).</p>	<p>TMSA SLACK Want to be able to share information about a particular topic? Have questions about a trend in the industry? Want to show off your thought leadership to TMSA Membership? With the soon-to-be-released TMSA Slack, TMSA members can chat, engage, and discuss various topics with each other and expert partners.</p>

Sponsorship Options 2024

EXECUTIVE SUMMIT



Looking to engage with executives responsible for growth in their company? The TMSA Executive Summit is geared toward high-level executives, in budget season.

DIGITAL OPTIONS



From webinars to being the featured partner in the Partner Network, to Slack, there's much to choose from.

Looking to create a custom bundle? No problem.

Executive Summit Sponsorship Packages

October 10-11, 2024 | Hoboken, NJ

10% discount for sponsor packages for Partner members

Gold

- Sponsored speaking session
- Logo exposure on conference materials and promotions
- Attendee list
- Video Promotion
- Two conference registrations

Package Price: \$7,000

Slots Available: 1

Silver

- Facilitator
- Logo exposure on summit materials and promotions
- Attendee list
- One conference registration

Package Price: \$4,000

Slots Available: 4



Bundle Options

*Can be added to either of the above packages

- One webinar
- One Custom E-blast to members
- Promoted social media posts
- One Slack Channel Sponsor
- Two month's Featured Partner

Package Price: \$3,500

Price if unbundled: \$5,000

- One webinar
- Promoted social media posts
- One Moving Forward Advertisement
- One month's Featured Partner

Package Price: \$1,750

Price if unbundled: \$2,500



À La Carte Executive Summit Options



Co-Branded Lanyard

Get the visibility on every attendee by sponsoring the badge lanyard.

Price: \$2,000

Slots Available: 1

Opening Cocktail Reception

Sponsorship of the Opening Cocktail Reception, including an opening toast with a 2-minute pitch.

Price: \$2,000

Slots Available: 1

Conference WIFI

Gain exposure by becoming the Executive Summit's WIFI password.

Price: \$3,000

Slots Available: 1

Meals

Sponsor breakfast or lunch to gain logo exposure throughout the meal. Meals sponsors can showcase a pop-up banner in meal space.

Price: \$1,500

Spots Available: 1



Looking for something else? We are here to hear it.

Looking to Engage with TMSA Members Outside a Conference?

Check out our digital à la carte options.

Webinar

Do you have a relevant topic that will bring value to TMSA? Lead a webinar and build your thought leadership in the TMSA community.

Price: \$1,500

Email Sponsored Content

Whether you want to promote a new content piece or a new program, get in front of TMSA members with a targeted email send.

Price: Begins at \$1,500

Moving Forward Advertisements

Produced 26 times a year, this twice monthly e-newsletter is distributed to all TMSA members, as well as prospects who have subscribed.

Price: Begins at \$500

Website Sponsored Content

Feature your company's content for three months on the TMSA website (various positions available, based upon your particular goals). A great opportunity to showcase a long-form content piece, infographic, or video infographic for 3 months.

Price: Begins at \$1,500

Slack Topic Channel

Want to be viewed as THE thought leader on a particular topic? Show off your expertise? Sponsor a TMSA topic channel. With the soon-to-be-released TMSA Slack, TMSA members can chat, engage, and discuss various topics with each other and expert partners.

Price: \$1,500 per channel/annually

Social Posts

Promote your content through TMSA's social media channels, including LinkedIn, Facebook, Instagram, and Twitter.

Price: Begins at \$1,000

Joint Partner Programs with TMSA



TMSA does not take the word partner lightly.

We want all our partners to be successful within TMSA. We want you to connect with members, generate leads, and get the most from your members.

Have an idea, training, program, or other initiative you want to partner on with TMSA?

We are open to all partners and their suggestions.

Contact Executive Director Jennifer Karpus-Romain at jennifer@tmsatoday.org.



Reserve Your Sponsorship Today!



Jennifer Karpus-Romain

Executive Director

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jennifer@tmsatoday.org

[Schedule a Meeting](#)